

SIR GEORGE WILLIAMS COLLEGE
of the Montreal Y.M.C.A.

SCHOOL OF ART
(Co-educational)

Supplementary Announcemount
Winter Term, Commencing January 4, 1932.

1441 Drummond Street - Montreal - Marquette 8331.

SIR GEORGE WILLIAMS COLLEGE

SCHOOL OF ART

OFFICERS OF ADMINISTRATION

F. O. Stredder, M.A., Ph. D.

Principal

K. E. Norris, M.A.

Registrar and Bursar

D. A. J. Pavitt,

Director, School of Art.

STAFF OF INSTRUCTION

D. A. J. Pavitt, - Drawing, Colour, Etching.

O. S. Wheeler, B.A., - Modelling and Sculpture.

Jas. McCorkindale, - Commercial Art.

J. L. Hamer, - Commercial Art.

and special lecturers.

W. Sellers - Secretary,

Marquette 8331.

Purpose of the School of Art

The purpose of the School of Art is twofold:

First:- The development of talent and appreciation in the various media of the Fine Arts, including drawing and sketching, pastel, water-colours, oils, etching, modelling and sculpture.

Second: The discovery and training of artistic talent in the field of Applied and Commercial Art in all its branches.

Many individuals desire to study Art, to develop skill and appreciation, as a means of creative self-expression. This occupation of part of one's leisure hours in artistic study not only provides great personal satisfaction and pleasure, but also contributes in no small measure to a cultural education. Through the means of charcoal, crayon, pastel, water-colour, oils or clay, the student learns to create - not merely to copy, and to experience thereby a feeling of personal achievement. This sense of having achieved is one of the great experiences of life and contributes in a large measure to happy, abundant living. There are many people who cherish a secret desire to express themselves through art but who hesitate to make a beginning. Dr. Banting, co-discoverer of Insulin, and the Rt. Hon. Winston Churchill are examples of men who have discovered the inner satisfaction to be gained by the pursuit of art as a recreation.

Others feel that Applied and Commercial Art offers unequalled opportunities for a successful professional career. For these the School of Art must serve two functions. It first provides students with an opportunity of discovering whether or not they have sufficient talent and ability to warrant the time and expense of professional training. And then, having assured itself of this fact, it makes available for its students the wide and varied instruction in all the branches of Art so necessary to the Commercial Artist. This training must include not only the fine arts, and the fundamental techniques of drawing and colour, but also specialized instruction in design, advertising lay-out, fashion and figure drawing, lettering, poster design, magazine and press illustration, etc.

Opportunities in Commercial Art

To-day, more than ever before, Commercial Art offers attractive opportunities for a successful career. The tremendous growth of advertising in the past few years, and the increasingly important place of the artist in this growing profession, opens up a vast range of possibilities for those whose talent and interest lie in this direction.

Advertising is now ranked as one of the ten largest business enterprises on the North American continent, spending, according to latest statistics, more than two billion dollars per year. When one considers the great quantity of advertising material which is thus produced each day, and the large proportion of its preparation which is dependent upon the artist, the importance of Advertising and Commercial Art as a vocation is readily understood. Magazines, newspapers, posters, catalogues, booklets, folders, --

all demand that the skilled artist provide in picture the fundamental appeal which is the heart of the advertisement. One has only to glance through the pages of some popular magazine, such as the Saturday Evening Post, to appreciate the truth of this statement.

Points for Consideration

In choosing the School of Art of the Sir George Williams College, students may have complete assurance on the following very important points:-

1. The School of Art is one of the six Schools conducted by an educational institution which last year had enrolled 1235 individual students in its various courses. The educational reputation of the Sir George Williams College, established throughout the past 58 years, insures that a high standard be maintained in each of its Schools.
2. All instructors have had excellent professional training, and are themselves successful practising artists. Their instruction is based upon a first-hand knowledge of modern practices in fine and commercial art.
3. Courses and curricula of study are arranged to give to each student of Commercial Art a broad and thorough training in the Fine Arts as well, with liberal choice and ample opportunity for specialization after the fundamental techniques have been mastered. Courses are practical, there is no wasted time, and emphasis is always placed upon creative work.
4. Classes are limited in size, to insure the maximum of individual attention for each student. This is made possible by the fact that the School has three art studios, each equipped for some specific branch of art instruction.

Staff of Instruction

The School is under the direction of Mr. D.A.J. Pavitt, who secured his professional training at the Slade School of Art, the Charing Cross School of Art, and South Kensington Museum, London, England.

The instructor of modelling and sculpture is Mr. Orson S. Wheeler, B.A. (Bishop's College), who received his professional training under the Royal Canadian Academy, Cooper Union, Beaux Arts Institute of Design, and the National Academy of Design, New York.

Mr. James McCorkindale, instructor of Commercial Art, is a graduate of the Glasgow Art School, and during his professional study was a scholarship-winning student under Maurice Griffin Hagen. In Montreal he has coached and trained several prominent commercial artists now conducting their own studios, including Felix Shea, Larry Porter, and Russell Patterson now in New York. Mr. McCorkindale has done decorative art work for the C.P.R. at Lucerne in Quebec, the Halifax Theatre, Loew's Theatre in Montreal, and now operates his own commercial art studio in this city.

Mr. J.L. Hamer is also a trained commercial artist who has had several years' experience in art instruction in Montreal. He specializes in pen and ink work, fashion drawing and black and white wash.

Curricula of Courses

Fine Arts -

Students who are interested in the Fine Arts only, as a means of creative expression and cultural education, may choose one or more of the following Courses of Study:

- F1.- Drawing - Charcoal, pencil, crayon, sanguine chalk.
- F2.- Colour - Water colour, pastel, oils.
- F3.- Life portraiture - figure drawing, quick sketching.
- F4.- Sketching - Outdoor work during spring, summer and autumn.
- F5.- Etching and woodcutting.
- F6.- Modelling and Sculpture.

These Courses of Study are described in more detail on page six.

Commercial Art -

Students of Commercial Art will receive a comprehensive training in the following wide variety of Courses of Study, (with specialization permitted for advanced students):

- C1.- Drawing - principles and technique in pencil, charcoal, crayon.
- C2.- Colour - principles and technique in water colour, pastel, oils.
- C3.- Pen and Ink - for fashion drawing, catalogue and magazine illustration, etc.
- C4.- Black and White Wash - technique and application, opaque, transparent, etc.
- C5.- Lettering - design, technique, historic and modern uses.
- C6.- Still life - drawing and colour, for merchandise illustration.
- C7.- Life Portraiture - figure drawing, fashions, quick sketching.
- C8.- Composition - for original work in design.
- C9.- Advertising design and lay-out - principles and practice.
- C10- Fashion Drawing - men's and women's clothing, merchandise, etc.
- C11- Illustration - Fiction and press illustration, in magazine, newspaper and book.
- C12- Poster Design - elementary and advanced.
- C13- History and Survey of Art.
- C14- Special Classes - for advanced students wishing further specialization.

These Courses of Study are described in more detail on pages six and seven.

Subjects of Study

The specific Courses of Study listed above are herein outlined in somewhat greater detail. As stated above, students in Fine Art select one or more specific Courses, while students of Commercial Art follow a comprehensive curriculum.

F1.- Drawing - Elementary and advanced. Charcoal, sanguine chalk and crayon, Measurements, actual and comparative; perspective and proportion; tones; portraits, draperies, landscape proportions, tree anatomy, cloud forms, etc.

F2.- Colour - Elementary and advanced. Water colour, pastel and oils. Still life and nature. Elementary portraiture.

F3.- Life Portraiture - A class in portraiture, etc. for advanced students. Drawing and colour. Anatomy, caricature and draperies. Quick sketching.

F4.- Sketching - During spring, summer and fall, outdoor sketching groups are formed. Hours and fees upon application.

F5.- Etching and Woodcutting - A comprehensive course outlining the technique of etching. Instruction in cutting and pressing of zinc and copper plates. For those interested, instruction in woodcuts and woodcutting.

F6.- Modelling and Sculpture - A course in clay modelling, teaching the mechanics and art of modelling and sculpture. The course will begin with the building of armatures and putting up clay, followed by modelling from casts of antique sculpture, natural objects, and portrait busts from life. Design and composition in clay will be taught, and carving from plaster of paris. Instruction will be given in plaster casting for those students wishing to cast their own work.

C1.- Drawing - Regardless of the medium a Commercial Artist may use, the original sketch and lay-out are usually made in pencil, crayon or charcoal. Students must learn to draw as the first step in their Art education. This is, therefore, a course in the analysis and construction of form, including the study of perspective, proportion and shading with their attendant technical problems. Effort is made to stimulate observation, judicious selection of essentials, and appreciation of the artistic possibilities of a variety of objects.

C2.- Colour - Instruction in the principles of colour harmony and design, and in the technique of artistic expression through the use of water colour, pastel and oils. The advertising value of colour will be dealt with in detail.

C3.- Pen and Ink - The ability to work with pen and ink is invaluable in catalogue and fashion drawing, newspaper, book and magazine fiction illustrating, cartooning, etc. Instruction is given in these various phases of pen and ink technique. Some instruction in Etching also.

C4.- Black and White Wash - There is no more effective advertising form than the black and white wash drawing. Instruction is given in the use of opaque and transparent wash, with special emphasis on the possibilities of advertising design in black and white.

C5.- Lettering - The student specializing in lettering acquires in a very short time a skill which will prove commercially profitable immediately. But every commercial artist, whether he intends to specialize in lettering or not, should acquire some skill and appreciation in this subject. In this class the student learns the historic and modern alphabets, and studies their uses and variations in artistic design.

C6.- Still Life - The employment of still life objects, in drawing and colour, not only provides valuable practice in the techniques of the various artistic media, but is also a direct training in merchandise illustration and poster work.

C7.- Life Portraiture - A life class for advanced students. Drawing and colour. Anatomy, caricature, and draperies. Figure drawing for fashions. Quick sketching.

C8.- Composition - Original studies in drawing, colour and design, in order to stimulate the student's inventive faculties, and enable him to develop and express his ideas in harmony with what he has learned in all his other courses.

C9.- Advertising Design and Lay-out - This course involves a study of the principles of advertising and typography, and of the relation of the drawing and design to the advertisement as a whole. The study of effective advertising appeals includes the psychology of suggestion, attention, imagination and the instinctive traits of human nature. The choice, disposal and balance of type, illustration, white space, border, etc., constitute the technique of Advertising Lay-out. The development of the original idea into an effective and attention-arresting design which tells the advertising story in picture as well as in words,- this is the skill to be acquired in this course. Methods of reproduction of various types of Commercial Art will also be dealt with. Booklet and folder construction will also be studied.

C10.- Fashion Drawing - Instruction in catalogue and merchandise illustration, particularly dealing with men's, women's and children's fashions. This is a most valuable branch of commercial art, and one in which many students specialize.

C11.- Illustration - The illustration of articles and stories in magazines, newspapers and books forms an important field of specialization for the Commercial Artist. Instruction and practice in this field are provided for advanced students. Cartoon, caricature, and cover design are also studied in this connection.

C12.- Poster Design - Instruction in this branch of Commercial Art ranges from the design of ordinary show cards to advanced work including the bill-board, street car card, public signs, booklet and folder construction, etc., with methods of reproduction of the artist's work. Even in its elementary stages, poster work provides the student with a skill from which he may draw financial return immediately.

C13.- History and Survey of Art - It is essential that all students know something of the history, progress and present standards of Art, in order that they may analyze their own performance, appreciate art values, and stimulate their own creative powers. A thorough survey of present practices is thus allied with a study of pre-Classical, Classical, Medieval, and Renaissance Art.

C14.- Special Classes - Advanced students wishing to specialize in some other specific phase of Commercial Art may arrange to do so. There are several particularly inviting fields of specialization in addition to those provided for above.

Studio Hours

Fine Arts, Studio A -

- Mornings - Monday, Tuesday, Thursday, Friday, 10.00 to 12.00
- Afternoons - Monday, Tuesday, Thursday, Friday, 10.00 to 12.00
- Evenings - Monday, Tuesday, Wednesday, Thursday, Friday, 7.30 to 9.30
- Saturday Classes - 10.00 to 12.00 a.m; 2.30 to 4.30 p.m.

Fine Arts (Modelling and Sculpture), Studio B -

- Mornings - Monday, Tuesday, Thursday, Friday, 10.00 to 12.00
- Evenings - Monday, Tuesday, Thursday, Friday, 7.30 to 9.30
- Saturday Class - 10.00 to 12.00 a.m.

Commercial Art, Studio C -

- Mornings - Monday to Friday inclusive, 10.00 to 12.00.
- Afternoons - Monday to Friday inclusive, 2.30 to 4.30.
- Evenings - Monday, Tuesday, Thursday, Friday, 7.30 to 9.30.
- Saturday Class - 10.00 to 12.00 a.m.

Course Hours for Students

The curricula in Fine and Commercial Art are arranged so that students who have their days free for study may spend almost their full time in the studios, while students who are employed by day may pursue their art education by means of evening study.

Students of Fine Art may thus enroll for either:

- (a) four full days per week,
- or (b) four half-days per week,
- or (c) two half-days per week,
- or (d) four evenings per week,
- or (e) two evenings per week,
- or (f) one evening per week (etching only),
- or (g) Saturday morning only,
- or (h) Saturday afternoon only.

Students of Commercial Art may enroll for either:

- (a) five full days per week,
- or (b) five half-days per week,
- or (c) two half-days per week,
- or (d) four evenings per week,
- or (e) two evenings per week,
- or (f) one evening per week (special course only)

Enrollment

Registration may be made in the School of Art at any time. As all instruction is individual, the sooner the student commences study, the sooner he or she will experience the satisfaction of successful work.

Those interested in commencing the study of Art should call personally at the College Office, visit the studios, and interview the Secretary of the School of Art (Mr. Sellers) regarding suitable courses, class hours, tuition fees, etc. The College Offices are open continuously from 9.00 a.m. to 10.00 p.m. daily, except Saturday when they close at one. In order to avoid delay, it is perhaps advisable to telephone asking for a definite appointment at a convenient hour, day or evening. Employed people may find it particularly convenient to visit the office and studios at noon hour, or in the afternoon immediately after leaving work.

Sir George Williams College

1441 Drummond Street (Offices on Third Floor)

Marquette 8331.